

UNLOCKING NEW PRODUCT POTENTIAL WITH ALMONDS

Global new product introductions demonstrate almonds' utility and versatility across categories, flavors, formats, and occasions. Almonds have been the number one nut in new product introductions since 2006¹ due to their ability to achieve global consumers' ever-changing tastes, textures and nutritional needs.

Leveraging Almonds on Labels

Almonds contribute a range of appealing benefits and claims that help differentiate new products.

Top texture claims

on 2020 almond product introductions¹:

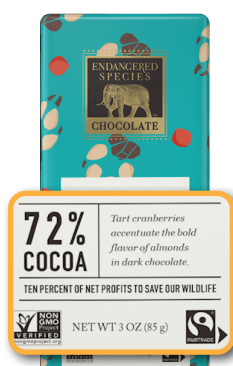


Top health claims

on 2020 almond product introductions¹



Global Product Examples: On-Pack Claims



Endangered Species Chocolate: Dark Chocolate with Cranberries & Almonds
(NA, Middle East)

- Crunchy, crave-worthy
- Pure bliss in every bite
- Bold flavor of almonds in dark chocolate



Mojo Bar Choco Almond Protein Bar
(India)

- Containing superfoods, protein, and fiber
- Vegetarian
- 100% Whole Grains, Nuts & Fruits
- 0% Gluten, Preservatives, Artificial Sugar



Noi Crispy Seaweed with Almond Slices Hot & Spicy
(Myanmar, Singapore)

- Healthy
- Satisfying
- Savory, spicy snacking



Eat Simple: Galleta De Almendras - Almond Cookies
(Mexico)

- 100% Natural Ingredients
- Whole Grains
- No Preservatives

Foreshadowing the Future for Almond New Product Development

The Almond Board of California worked with CuliNex, a food products consulting firm, to create unique almond product concepts that answer emerging consumer and market trends. CuliNex drew upon the range of available almond forms to envision products that meet continued plant-forward demand, fulfill functional and personalized wellness goals, and fit into busy lifestyles.



Baked Almond Protein Puffs

- Tasty, on-the-go, keto-friendly puffed snack boasting functional fuel and high protein, loaded with the energy needed to power through the day.
- Contains almond protein powder (defatted almond flour) and almond flour
- **Flavors:** Cardamom Cinnamon Roll, Dutch Cocoa Brownie, Mango and Ancho Chili



Bold Sipping Curries

- Warm and hearty snack perfect for on-the-go sipping or heating up between meetings.
- Contains almond milk and almond butter
- **Flavors:** Almond Masala, Thai Green Curry, Creamy Jalfrezi Curry



Plant-Based Almond Street Skewers

- Ready-to-heat, plant-based and high-protein meat cubes and strips on wooden skewers, marinated with bold flavors.
- Contains almond protein powder (defatted almond flour)
- **Flavors:** Japanese Yakitori (almond-based chicken), Brazilian Churrasco (almond-based beef), Greek Souvlaki (almond-based pork)



Glow: Almond Gummy Fruit Snacks

- Quick and delicious fruit snacks pairing almond oil with relaxing botanicals and powerful ingredients to promote healthy skin. Full of essential fatty acids, polyphenols and vitamin E to help skin stay healthy.
- Contains almond oil
- **Flavors:** Cranberry + Seabuckthorn, Pomegranate + Green Tea, Sweet Cherry + Rose



To learn more about CuliNex's almond product concepts, visit the [California Almonds YouTube](#) channel to watch an on-demand presentation detailing how manufacturers can use almond ingredients to meet consumers' evolving health and wellness goals.



References

1. Innova Global New Product Introductions Report - 2020 New Product Introductions. May 2021